

# **POLAROID<sup>®</sup>** *Land* **CAMERAS**



**MAGNIFICENT  
PICTURES  
IN 60 SECONDS**

PICTURE QUALITY LIKE THIS

... in only

**60** seconds

The *quality* of today's new Polaroid Land pictures is truly superb. Rich blacks, snowy whites and perfect rendering of all the tones in between.

**The picture rolls have:**

**GREATER SPEED**

which means your photographic day is lengthened because less light is required for excellent pictures.

**GREATER RANGE**

which reveals details in shadow areas, gives more pleasing prints of contrasty subjects.

**GREATER LATITUDE**

which means new economy because of fewer missed exposures.

... and remember, it's *easy* to get

copies and enlargements. Simply send your original pictures to Polaroid (a handy order form is packaged with every roll of film). Copies are 2 for 25¢, 5 x 7 enlargements, 75¢.

Will the **POLAROID** *Land* **CAMERA**

do everything I want a camera to do?

Yes, you can get professional touches such as you see here just as easily as taking snap shots on a sunny day.

**pictures in difficult light**

The new, fast picture rolls let you take pictures under adverse lighting conditions without flash. With the shutter set at #10 or #11 charming pictures can be made indoors with just the light coming from a fairly bright window.



With the 400 speed rolls pleasing portraits can be made with the light from a 150 watt bulb in an ordinary bridge lamp.

**close-ups**

Without any accessory attachments your Polaroid Land Camera focuses down to 3½ feet for charming snap-shots like this —



**scenic shots**

Long distance shots hold their sharpness right down to the horizon. The picture above shows the dramatic effects you can get with a Polaroid Land Camera. A complete set of filters is available.

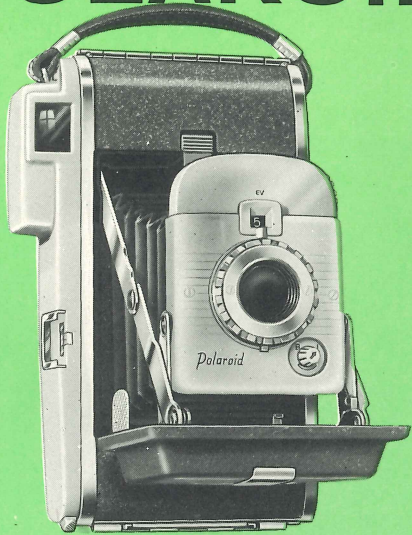
**portraits**

With a Polaroid Close-Up Kit portraits are easy. And not only portraits: you'll be able to copy documents, make lovely flower studies, photograph any object as close as 6 inches.





# POLAROID®



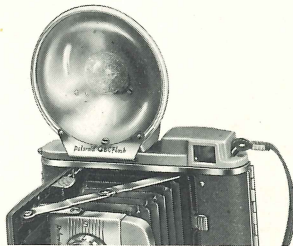
## Polaroid HIGHLANDER Land CAMERA Model 80A

Designed for the snapshot photographer, the Highlander is the "baby" of Polaroid Land Cameras. It's so light and compact, it'll fit in a pocket or purse. It's so easy to operate, women use it with pleasure. It's versatile — will take pictures indoors or outdoors, in rain or shine, dim or bright light. And it's economical, too — low priced and costs less to operate. The Highlander makes wallet-sized pictures ( $2\frac{3}{4} \times 3\frac{1}{2}$  inches) at costs comparable to conventional prints. It has a critically sharp, coated lens and a precision shutter with one dial to set both shutter and lens automatically to the right combination. The metal body is handsomely finished in two-toned gray. With built-in synchronization for flash pictures.

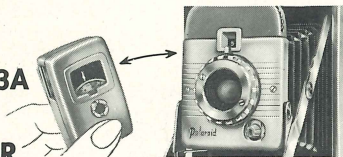
# Land CAMERAS and accessories

## POLAROID® B. C. FLASHGUN #281 for the HIGHLANDER

This powerful flashgun lets you shoot around the clock anywhere. Can be used indoors to light up dim areas, outdoors to fill in shadows. A single battery gives you hundreds of flashes, lasts for years. Gun clips right to camera — no wires or plugs to connect. Hinged safety shield has snap-on diffuser. Built-in exposure guide tells at a glance correct shutter setting for perfect exposure.



## POLAROID® EXPOSURE METER PR-23A for the HIGHLANDER



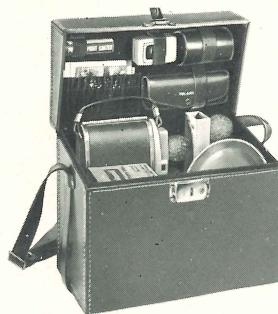
This sensitive meter, made by world-famous G. E., will save you time and money by giving the right shutter setting for every picture. All you do is point the meter, read the number on it, and set the shutter to the same number. Clips right to the camera. A high-precision instrument, ruggedly built to last a lifetime.

## POLAROID CLOSE-UP LENS KIT #540



Portraits, copies and other close-ups (from 6 to 36 inches) are easy to take with this invaluable kit of three snap-on lenses. A steel measuring tape, ingeniously built into the custom leather case, quickly tells you all camera settings.

## POLAROID® FILTER KIT #541



## POLAROID® CASES for the HIGHLANDER De Luxe Model #382

Handsome compartment case is made of tough, top-grain cowhide. Specially designed to carry and protect the Highlander, all accessories, several picture rolls and sleeves of flashbulbs. Everything fits into place — dividers keep the individual equipment neatly separated so you can find anything you want in an instant.

## Model #381

Attractive light weight shoulder case for the Highlander and exposure meter. The same fine top-grain cowhide as in the deluxe case.



**NOTE:** The filters, close-up lenses and lens shade at left fit both the Speedliner and Highlander.

## POLAROID ORANGE FILTER #546

Developed specifically for use with the new, panchromatic Polaroid Land Films this filter makes dramatic cloud shots, cuts through distant haze in scenic shots, gives warmer prints in high-contrast beach or snow scenes.

## POLAROID LENS SHADE #545

Low Cost

## ORTHOCHROMATIC PICTURE ROLLS



This is the picture roll that made picture-in-a-minute photography famous. It's a wonderful, all-purpose film which produces beautiful black and white pictures outdoors or indoors with flash.

**TYPE 31** for the Highlander. Eight-exposure roll, prints in popular wallet size ( $2\frac{3}{4} \times 3\frac{1}{2}$ )

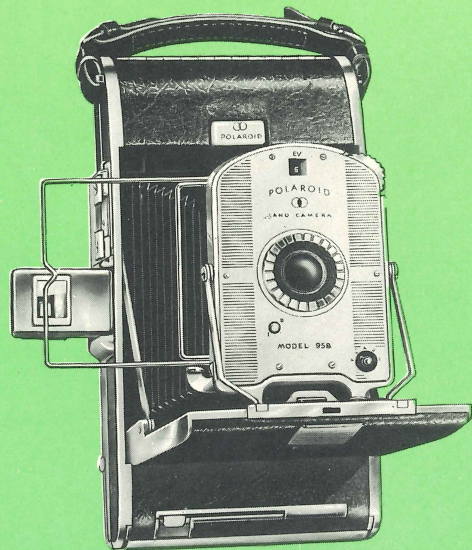
**TYPE 41** for the Speedliner and Pathfinder. Eight-exposure roll, jumbo size prints ( $3\frac{1}{4} \times 4\frac{1}{4}$ )

## POLAROID POLAPAN



Polaroid PolaPan picture rolls provide these important extras: Greater range for detail in shadowed areas, true rendition of skin tones. Great latitude, for new economy because of fewer missed exposures.



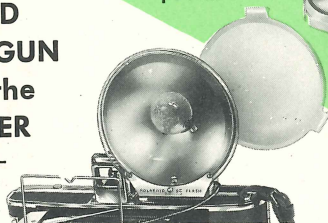


## Polaroid SPEEDLINER Land CAMERA Model 95B

The Speedliner is the all-around, all-purpose Polaroid Land Camera, ideal for family, business and industrial uses. It is an improved model of the first Polaroid Land Camera, the one that made the 60-second process famous. The Speedliner has a specially selected coated lens, a precision shutter with built-in synchronization for both regular and electronic flash and a combination optical and wire viewfinder. It has only one dial to set, yet gives you the advantage of four shutter speeds and five lens openings for good pictures in any light. Rugged die-cast body, with all exposed metal parts in rich chrome. The Speedliner provides beautiful, almost postcard-size prints ( $3\frac{1}{4} \times 4\frac{1}{4}$  inches) that are large enough to be framed.

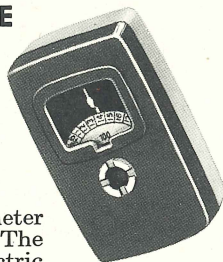
## POLAROID B.C. FLASHGUN #202 for the SPEEDLINER

The most modern and powerful of flash-guns, this B.C. (battery-capacitor) unit will assure you of consistently well-lighted pictures under any conditions. The battery lasts for years and is good for hundreds of flashes. The gun has attached safety shield, and snap-on diffuser. Reflector has a built-in flash guide that tells correct exposure at a glance, and there's a trigger ejector for used bulbs.



## POLAROID EXPOSURE METER PR-23B for the SPEEDLINER

The surest way to get good exposures is to use a photoelectric light meter that is your "seeing eye." The world-famous General Electric Company has designed and produced such a meter for the Speedliner Camera. This compact meter makes correct exposure simple and certain, saves time and film. The meter scale corresponds to the Speedliner shutter numbers. All you do is point the meter, read the number on it and set the shutter to the same number. The meter clips to the camera.



Stunning special effects can be obtained in your pictures by using the three snap-on filters in this extremely useful kit. They give you exciting and dramatic effects with clouds, scenery and reflections. Cased in a handsome leather pouch.



With the new Polaroid PolaPan, striking back-lighted pictures can be made with excellent results. A Lens Shade is a must for this sort of picture because it keeps the direct rays of the sun from striking the lens and so eliminates pale, washed-out looking prints.

## POLAROID CASES for the SPEEDLINER

### De Luxe Model #309

This Deluxe Compartment Case looks like a piece of luxurious luggage. The interior has been divided into padded compartments and pockets so the equipment fits snugly and safely. It will take the Speedliner Camera, flash-gun, filter kit, close-up kit, exposure meter, flash-bulbs, picture rolls, finished pictures, albums and instruction books.



### MODEL #306A

The Speedliner and exposure meter fit snugly in this convenient and attractive case. Made of long-wearing, handsome cowhide, the case is lightweight even when loaded.



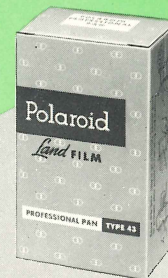
Speed for lengthening your photographic day since much less light is required for good pictures. Polaroid PolaPan opens up a whole new world of photography and it is available in two speeds.

**TYPE 32** for the Highlander. Polaroid PolaPan 200. Eight exposures  $2\frac{1}{4} \times 3\frac{1}{2}$

**TYPE 42** for the Speedliner. Polaroid PolaPan 200. Eight exposures  $3\frac{1}{4} \times 4\frac{1}{4}$

**TYPE 44** for the Speedliner. Polaroid PolaPan 400. Combines all the qualities of Polaroid PolaPan with truly high speed. (ASA equivalent is 400). With the 400 speed you'll be able to take pictures under very adverse lighting conditions — even snapshots indoors with just the light coming in a window. Eight exposures,  $3\frac{1}{4} \times 4\frac{1}{4}$

## POLAROID PROFESSIONAL PAN Land FILM



Polaroid Professional Pan is the newest and finest of the Land Films. The speed (200 ASA equivalent), exposure range and definition of this film provide the casual photographer with everything he needs to make pictures of unmatched brilliance and clarity. To the serious student and professional photographer the film offers great new possibilities for extending the creative and useful scope of photography. Contrast can be controlled — a major advance in the technology of the Land process.

**TYPE 43** Polaroid Professional Pan Land Film. Eight exposure roll, prints  $3\frac{1}{4} \times 4\frac{1}{4}$



# A **POLAROID** *Land*\* **CAMERA**

is the amazing all-in-one camera that develops and prints *pictures in 60 seconds*

## Q. Do Polaroid Land Cameras take good pictures?

A. MODERN PHOTOGRAPHY magazine answered this way: "Yes! Superb quality, fine detail, wide tonal range are found in new film." These new Polaroid PolaPan® Land picture rolls are now available for Polaroid Land Cameras.

## Q. Will the pictures I take with a Polaroid Land Camera be lasting prints?

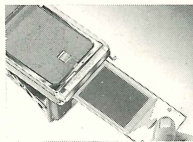
A. Polaroid Land Prints are just as permanent as conventional prints, as measured by standard heat, humidity and chemical tests. The Polaroid Print Coater is responsible for this print permanence and a print coater comes packed with every picture roll.

## Q. Is the Polaroid Land Camera easy to operate?

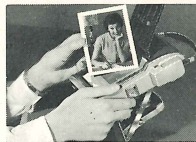
A. These pictures tell the story. The camera loads with a dry picture roll — no chemicals to replenish, ever! A *single dial* sets both shutter and lens opening.



Snap It . . .



Pull a Tab . . .



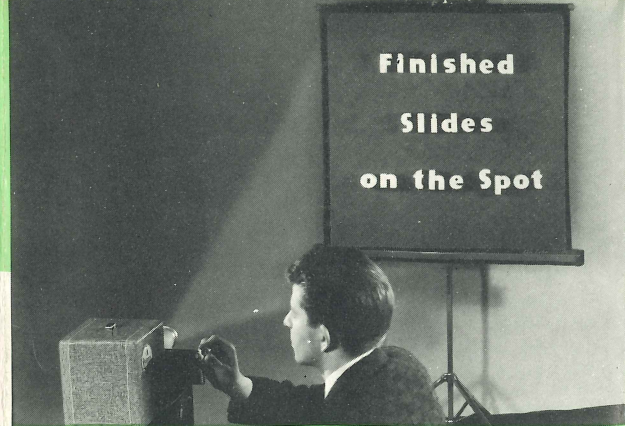
There's Your Print

## Q. Is 60-Second Photography expensive?

A. It is wonderfully economical. Think of these money saving advantages: You never ruin a whole roll by making the same mistake over and over again. You get your pictures as you want them — one at a time. No need to run through a whole roll just to get one or two pictures. There are no processing charges. Results are guaranteed.

Now that we have explored the basic facts about Polaroid Land Cameras let's check inside and discover the great versatility and pure fun of 60-second photography . . .

\*Named for its inventor, Dr. Edwin H. Land



## AN IMPORTANT PLUS!

Slides made on-the-spot with the **SPEEDLINER**

Simply load the Speedliner Model with the new Polaroid Land Transparency Film. Click the shutter, pull a tab and instead of a paper print, you lift out a transparency of exceptional photographic quality. It's ready to project 20 seconds later, after a quick hardening and mounting in a snap-together plastic mount.

Such on-the-spot slides will make your job easier whenever you go before a group and need some key pictures to make sure your story gets across. Ask for additional literature with more detailed information about this new kind of photography.

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PICTURES  
IN 60 SECONDS**

POLAROID CORPORATION, • Cambridge 39, Mass.  
F1923-SM

Litho. in U.S.A.